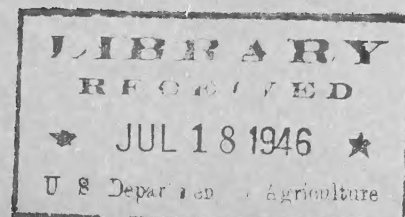


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.23



FLOWER AND VEGETABLE SEEDS FOR FLORISTS

## Bulbs from Holland

The export of Holland bulbs in 1946 will again be under the supervision of the Netherlands Government, just as it was in the 1945 season.

The prices and terms listed, we believe, will be in force at the time of shipment, but we reserve the right to change these figures, if the fiscal policy of our own Government causes an inflationary trend and prices generally are forced upward.

### NOTICE!

#### *These Prices are Tentative*

Send us your order now at these prices. If any further price changes are necessary you will be notified by our acknowledgment before bulbs are shipped, with the understanding that you reserve the right to cancel if revised prices are unsatisfactory.

The prices listed here are for case lots of bulbs packed and shipped direct to our customers from Holland. These orders must be received by us **before July 15**; after that date we will pack and ship your bulbs from West Chicago, for which there will be an additional packing charge of 5%.

In order to facilitate the execution of your shipment, order as nearly as possible in the following units, or multiples thereof:

#### Hyacinths

Top size	19 cm. and over	50 per unit (bag)
First size	18/19	50 per unit (bag)
Second size	17/18	100 per unit (bag)
Bedding size	16/17	100 per unit (bag)
Miniature	15/16	175 per unit (bag)
Small Miniature	14/15	200 per unit (bag)

#### Tulips

All sizes	250 per unit (bag)
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#### Daffodils

Large Trumpets	DN No. 1	500 per unit (case)
Large Trumpets	DN No. 2	750 per unit (case)
Incomparabilis	Same units as Large Trumpets.	
Barrii, Poetaz, and Poeticus varieties:		
	DN No. 1	750 per unit (case)
	DN No. 2	1250 per unit (case)

### BULBS FOR FORCING PURPOSES

We feel that the present lists of Holland bulbs contain far too many varieties, which tends to confuse the buyer. It is, therefore, suggested to divide the forcing season into 5 periods and to select a limited number of outstanding varieties for each of the following periods.

#### 1. JANUARY FORCING

TULIPS	12 up per M	11-12 per M	TULIPS, continued	12 up per M	11-12 per M
Single Early Brilliant Star. Scarlet.....	\$70.00	\$57.50	Darwin Rose Copeland. Lilac rose.....	\$57.50	\$47.50
Single Early Prince of Austria. Scarlet....	70.00	57.50	Darwin William Copeland. Lavender.....	57.50	47.50
Single Early General de Wet. Yellow.....	70.00	57.50			
Single Early Ibis. Deep Rose .....	70.00	57.50	DAFFODILS	DN No. 1	DN No. 2
Single Early Fred. Moore. Orange.....	70.00	57.50		Per M	Per M
Mendel Krelage's Triumph. Deep red.....	57.50	47.50	Trumpet Golden Harvest. Solid yellow....	96.00	80.00
			Incomparabilis Helios. Sulphur and orange	75.00	60.00

PLANTS, BULBS AND PLANT BANDS FOR FLORISTS

## June - July Bulletin

## 2. THE VALENTINE'S DAY CROP

### TULIPS

	12 up per M	11-12 per M
Darwin Bartigon. Fiery red.....	\$57.50	\$47.50
Darwin All Bright. Bright red.....	57.50	47.50
Darwin Philip Snowdon. Dark rose.....	57.50	47.50
Darwin William Pitt. Scarlet .....	57.50	47.50
Darwin Rose Copeland. Lilac rose.....	57.50	47.50
Cottage Albino. Pure white.....	57.50	47.50
Cottage Golden Harvest. Soft yellow.....	60.00	50.00
Single Early General de Wet. Yellow.....	70.00	57.50
Mendel Van der Eerden. Scarlet.....	57.50	47.50
Mendel Weber. White, shaded pink.....	57.50	47.50
Double Early Mr. Van der Hoeff. Yellow	70.00	57.50
Double Early Peach Blossom. Deep pink....	70.00	57.50
Double Early Orange Nassau. Orange red	70.00	57.50
Double Early Electra. Rosy violet.....	70.00	57.50

### DAFFODILS

	DN No. 1 Per M	DN No. 2 Per M
Trumpet King Alfred. Solid yellow.....	\$90.00	\$70.00
Poetaz Laurens Koster. White, yellow cup	65.00	52.50
Incomparabilis Havelock. Solid yellow.....	95.00	75.00

### HYACINTHS

L'Innocence. White.	Perle Brillante. Clear blue.
Marconi. Bright pink.	Dr. Lieber. Porcelain blue.
Pink Pearl. Rosy pink.	La Victoire. Rosy red.
Grand Maitre. Deep blue.	

Prices all Hyacinths per M: Top size 19 up, \$180.00; 1st size 18-19, \$150.00; 2nd size 17-18, \$130.00; 3rd size 16-17, \$120.00; 4th size 15-16, \$100.00; 5th size 14-15, \$80.00.

## 3. MARCH FORCING

### TULIPS

	12 up per M	11-12 per M
Darwin Bartigon. Fiery red.....	\$57.50	\$47.50
Darwin Campfire. Scarlet .....	57.50	47.50
Darwin Philip Snowdon. Dark rose.....	57.50	47.50
Darwin Rose Copeland. Lilac rose .....	57.50	47.50
Darwin Insurpassable. Lavender .....	60.00	50.00
Darwin Princess Elizabeth. Bright pink....	57.50	47.50
Triumph Korneforos. Crimson .....	62.50	52.50
Triumph Alberio. Deep red.....	62.50	52.50
Triumph Kansas. White .....	57.50	47.50
Cottage Carrara. White .....	57.50	47.50
Cottage Wall Street. Yellow.....	57.50	47.50
Cottage Golden Harvest. Yellow.....	60.00	50.00

### DAFFODILS

	DN No. 1 Per M	DN No. 2 Per M
Trumpet King Alfred. Solid yellow.....	90.00	70.00
Trumpet Spring Glory. White and yellow..	90.00	70.00
Incomparabilis Carlton. Solid yellow.....	75.00	60.00
Poetaz Early Perfection. Lemon yellow.....	65.00	52.00
Double Cheerfulness. Creamy white .....	65.00	52.00
Double Von Sion. Golden yellow.....	86.00	68.00
Poeticus Actaea. White, yellow cup.....	65.00	52.00

### HYACINTHS

L'Innocence. White.	Perle Brillante. Clear blue.
Marconi. Bright pink.	Dr. Lieber. Porcelain blue.
Pink Pearl. Rosy pink.	La Victoire. Rosy red.
Grand Maitre. Deep blue.	

Prices all Hyacinths per M: Top size 19 up, \$180.00; 1st size 18-19, \$150.00; 2nd size 17-18, \$130.00; 3rd size 16-17, \$120.00; 4th size 15-16, \$100.00; 5th size 14-15, \$80.00.



Ball Hyacinths are second to none in quality

## 4. THE EASTER CROP (APRIL 6, 1947)

### TULIPS

	12 up per M	11-12 per M
Triumph Korneforos. Crimson .....	\$62.50	\$52.50
Triumph Crater. Carmine red.....	62.50	52.50
Triumph Alberio. Deep red .....	62.50	52.50
Triumph Elizabeth Evers. Lilac rose.....	57.50	47.50
Cottage Carrara. White .....	57.50	47.50
Cottage Albino. White .....	57.50	47.50
Cottage Golden Harvest. Yellow.....	60.00	50.00
Darwin Princess Elizabeth. Bright pink....	57.50	47.50
Darwin Farncombe Sanders. Scarlet.....	57.50	47.50
Darwin Insurpassable. Lavender .....	60.00	50.00
Darwin Campfire. Scarlet .....	57.50	47.50
Darwin Sunkist. Yellow .....	60.00	50.00
Double Early Mr. Van der Hoeff. Yellow	70.00	57.50
Double Early Peach Blossom. Deep pink....	70.00	57.50
Double Early Orange Nassau. Orange red	70.00	57.50
Double Early Electra. Rosy violet.....	70.00	57.50

### DAFFODILS

	DN No. 1 Per M	DN No. 2 Per M
Trumpet King Alfred. Solid yellow.....	\$90.00	\$70.00
Poetaz La Fiancee. White, yellow cup.....	75.00	57.50
Double Von Sion. Golden yellow.....	86.00	68.00
Double Cheerfulness. Creamy white .....	65.00	52.00
Barrii Lady Moore. White, yellow cup.....	75.00	60.00

### HYACINTHS

L'Innocence. White.	Perle Brillante. Clear blue.
Marconi. Bright pink.	Dr. Lieber. Porcelain blue.
Pink Pearl. Rosy pink.	La Victoire. Rosy red.
Grand Maitre. Deep blue.	

Prices all Hyacinths per M: Top size 19 up, \$180.00; 1st size 18-19, \$150.00; 2nd size 17-18, \$130.00; 3rd size 16-17, \$120.00; 4th size 15-16, \$100.00; 5th size 14-15, \$80.00.







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**WEST CHICAGO, ILL.**

*Greg Ball*  
I.C.







## 5. THE MOTHER'S DAY CROP (MAY 11, 1947)

TULIPS	12 up per M	11-12 per M
Darwin Campfire. Scarlet .....	\$57.50	\$47.50
Darwin Farncombe Sanders. Scarlet.....	57.50	47.50
Darwin Charles Needham. Vermillion.....	62.50	52.50
Darwin Insurpassable. Lavender .....	60.00	50.00
Darwin Glacier. White .....	62.50	52.50
Darwin Niphetos. Sulphur yellow.....	57.50	47.50
Cottage Mrs. John T. Scheepers. Yellow....	62.50	52.50
Cottage Rosabella. Pale rose.....	62.50	52.50

### HOLLAND GROWN IRIS

These Iris bulbs must be inspected upon arrival in New York City. While we believe they will pass this government inspection, orders are accepted subject to our ability to ship them at that time.

Wedge wood—8/9-9/10-10 up    Imperator—6/7-7/8-8/9  
White Excelsior—6/7-7/8-8/9    Yellow Queen—5/6-6/7-7/8

#### PRICES LATER

In addition to the foregoing Bulbs we can furnish almost any other variety that is imported from Holland. Send us a list of your needs; we will send you our acknowledgment with prices quoted as soon as these prices are established.

### DRY BULBS FOR RETAIL SALES

Prior to the war, the average amateur gardener in a small town could only buy bulbs of inferior quality from mail order houses or, at best, share some varieties of bulbs suitable only for commercial forcing with his local florist.

It is our belief that with the proper use of colored plates, full cultural directions, and the supply of a good honest grade of bulbs suitable for garden purposes, this field has unlimited possibilities for the retailer.

The name of a variety with the exception of a descriptive name like "White Giant" or a popular name like "Spring Glory" means little or nothing to the average amateur or florist, but the name "Ball" stands for quality. It is our contention that the name "Ball" should be capitalized in the promotion of the sale of dry bulbs. "Ball's Seeds" deservedly have a worldwide reputation, why not "Ball's Bulbs".

Rather than use the name "Charles Needham" for a red tulip or the name "Le Notre" for a pink one, George J. Ball, Inc. offers "Ball's Royal Park" Brand Giant Long Stemmed Tulips in the following 8 colors: Brilliant Red, Shell Pink, Deep Rose, Ox-blood Red, Warm Orange, Golden Yellow, Royal Purple, Pure White.

In order to help promote the sale of "Ball's Royal Park" Brand Spring Flowering bulbs, we will supply with each order free of charge:

1 large poster, approximately 36x24" featuring Holland bulbs and 15 colored plates, approximately 4x5" showing each individual variety. (See photo above.)

For over the counter sales we offer 2 units:

#### Unit A consisting of 2 cases containing

##### Case 1

2000 "Ball's Royal Park" Brand Tulips in 8 varieties.  
250 Brilliant Red                      250 Warm Orange  
250 Shell Pink                        250 Golden Yellow  
250 Deep Rose                        250 Royal Purple  
250 Ox-blood Red                    250 Pure White

##### 250 "Ball's Royal Park" Brand Hyacinths

50 Shell Pink                        50 Sky Blue  
50 Pure White                       50 Royal Purple  
50 Coral Red

##### 500 "Ball's Royal Park" Brand old fashioned Crocus

100 Pure White                      100 Golden Yellow  
100 Bishop's Purple                100 Striped Delft Blue  
100 Sweet Lavender

##### 250 "Ball's Royal Park" Brand sweet scented Grape Hyacinths.

##### Case 2

200 "Ball's Royal Park" Brand Golden Trumpet Daffodils  
200 "Ball's Royal Park" Brand Giant Narcissi  
200 "Ball's Royal Park" Brand sweet scented Poet's Narcissi

The price of the above Unit "A" consisting of 2 cases (3600 bulbs), F.O.B. Chicago or New York City, is \$150.00.



To help your bulb sales, this colored 24x36" poster together with 15 colored plates 4x5" will be sent free with each unit order listed below.

#### Unit B consisting of 1 case, containing

1000 "Ball's Royal Park" Brand Tulips in 8 varieties: 125 of each.  
125 "Ball's Royal Park" Brand Hyacinths in 5 varieties: 25 of each.  
500 "Ball's Royal Park" Brand old fashioned Crocus in 5 varieties: 100 of each.  
250 "Ball's Royal Park" Brand sweet scented Grape Hyacinths.  
100 "Ball's Royal Park" Brand Golden Trumpet Daffodils.  
100 "Ball's Royal Park" Brand Giant Narcissi.  
100 "Ball's Royal Park" Brand sweet scented Poet's Narcissi.

The price of the above Unit "B" consisting of one case containing 2175 bulbs, F.O.B. Chicago or New York City, is \$80.00.

The proportion of varieties in the above collections is based upon the experience of several retail seed stores who have sold bulbs for many years.

As an illustration of the sales possibilities of spring flowering bulbs for small town florists, it may be of interest to relate the experience of a seed store in a New York community of some 3000 people.

This dealer does a nice business in cut flowers which is supplemented in the spring with the sale of seeds and in the fall with bulbs. In his store, he displays the bulbs in four quart "strawberry" baskets, each basket showing a colored picture of the variety and a small white label stating the price per dozen and per hundred. These baskets are arranged on a low table in five tiers with a background of the large poster, "Buy Your Bulbs Here."

From the middle of September until the end of November 1945, this dealer's bulb sales amounted to over \$2000 which would be the equivalent of seven units A.

He attributes his success to several factors, mainly:

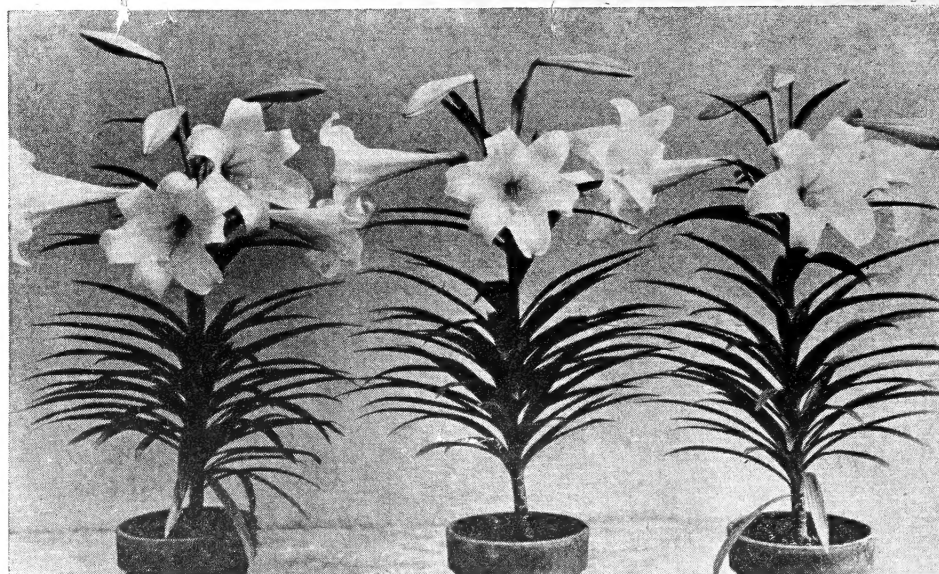
- Colored pictures and posters. People like to see what they are buying.
- Quality merchandise. Only quality can demand a good price, and moreover, people are getting tired of poor results with chain store bulbs packed in attractive containers but lacking quality.
- Bulbs true to color description.
- Start the display, and at the same time the sales, as early as possible. Not later than September 15.
- Cultural directions given verbally by a trained horticulturist, the florist.

# LILIES

Delivery Fall 1946

## ORDER LILIES IN CASE LOTS ONLY

Reserve your requirements now for later shipment. We will send confirming prices just as soon as they are established.



### CREOLE LILIES

This strain is well grown, carefully rogued and graded to size.

1 case	7-8	300 Bulbs
1 case	8-9	250 Bulbs
1 case	9-10	200 Bulbs
1 case	10-up	150 Bulbs

### PEERLESS LILIES

The best strain of Florida Lilies. Excellent for cutting, as well as pot plants.

1 case	6-8	250 Bulbs
1 case	8-10	150 Bulbs
1 case	10-up	100 Bulbs

### CROFT LILIES

The true Croft Lily. (Pictured above) By far the best bulbs to force for Easter. Our supply of this true strain is limited.

1 case	7-8	180 Bulbs
1 case	8-9	130 Bulbs
1 case	9-10	110 Bulbs

### MEXICAN "GIGS"

The finest grade imported from Mexico. Good for both pot plants and cutting.

1 case	7-8	250 Bulbs
1 case	8-9	200 Bulbs
1 case	9-10	150 Bulbs
1 case	10-11	100 Bulbs

### REGALE LILIES

Well grown Northwest bulbs. Place your order now for delivery when you want them.

1 case	6-7	250 Bulbs
1 case	7-8	250 Bulbs
1 case	8-9	200 Bulbs
1 case	9-10	100 Bulbs

## AMERICAN GROWN BULBS

All American-grown bulbs that we offer are from selected planting stocks of the country's leading growers located in the favorable growing areas of the Pacific Northwest.

### FREESIAS STANDARD COMMERCIAL VARIETIES

<b>Purity Superflora</b> —Early White	<b>Golden Daffodil</b> —Yellow, Early
<b>Rainbow Mixture</b>	
Price per thousand	
1/2-5/8"—\$12.00	5/8-3/4"—\$18.00
	3/4-7/8"—\$30.00

### TECOLOTE FREESIAS

Flowers larger, stronger and finer than the Standard Commercial Varieties.

<b>Marie</b> (New) The largest and best pure white Freesia	
Price per thousand	
1/2-5/8"—\$47.50	5/8-3/4"—\$60.00
	3/4-7/8"—\$70.00

**Tecolote Freesia**—Talisman—White, Yellow, Rose, Red, Lavender, Blue, Pink and Purple.

Price per thousand	
1/2-5/8"—\$22.50	5/8-3/4"—\$30.00
	3/4-7/8"—\$37.50

### RANUNCULUS

<b>Mixed Shades</b>	Price per thousand	
7/8-1"—\$40.00	3/4-7/8"—\$32.50	5/8-3/4"—\$25.00

<b>Separate Shades</b>	Price per thousand	
7/8-1"—\$45.00	3/4-7/8"—\$35.00	5/8-3/4"—\$30.00

**COLORS:**—Red Yellow Gold Pink Orange White

### CALLA AETHIOPICA (Large White)

1 1/4-1 1/2".....\$ 90.00 per M	1 3/4-2".....\$240.00 per M
1 1/2x1 3/4"..... 180.00 per M	2" up..... 300.00 per M

### CALLA ELLIOTTIANA (Yellow)

1 3/4-2"—\$85.00	
2-2 1/2".....\$130.00 per M	2 1/2-3".....\$230.00 per M

### CALLA REHMANII SUPERBA (Pink)

1 1/4-1 1/2".....\$20.00 per C	
1 1/2-1 3/4"..... 30.00 per C	1 3/4-2".....\$40.00 per C

### ANEMONE

<b>Monarch De Caen</b> , Single Poppy Type	
Price per thousand	
7/8"-up—\$42.50	3/4-7/8"—\$32.50
	5/8-3/4"—\$27.50

**St. Brigid** "Creagh Castle" Double

**Blue Poppy**, Bright blue, single

**His Excellency**, Bright scarlet, single

**The Bride**, Pure white, single

Price per thousand	
7/8-1"—\$40.00	3/4-7/8"—\$32.50
	5/8-3/4"—\$25.00

**GEO. J. BALL, Inc.**  
WEST CHICAGO • ILLINOIS

**June - July**  
**1946**